

Macy's

Men's and Youths' Clothing Right in Every Way

First of all, there is not the least danger in our overstating the merits of our Clothing. We can't even do it justice in the advertising. No odds how strong the words, or how positive the claims we make—the Clothing is better than we say it is. That's because it is enhanced with little points of distinction—beautiful, dignified elements of that elusive quality we, for the want of a better name, call "style"—that can't be described—can only be felt.

Overcoats at \$34.75—We can tell you of their physical make-up—but their real richness and charm will never be adequately known until you try on one of them.

"Globe" overcoating is the material—oxford gray. No finer stuff produced in America—soft, exquisite, incomparable. Collar of silk velvet, lined with dull finished satin—heavy and splendid of fibre. Interlined with pure worsted. There is refinement—character—individuality in these Coats—in the tailoring as well as the materials. Similar qualities are sold elsewhere at \$45.00; our price \$34.75.

Overcoats at \$24.75—Cambridge Gray Cheviot—relieved by white hairline stripes faintly marking the surface two inches apart. They are 52 inches long—which is the popular length; sleeves lined with satin; body with serge.

The collars are a feature of these Coats. Convertible. May be turned up to form military effect—fitting closely around neck—or adjusted in regulation fashion with one or both lapels lying flat and buttoning. Similar qualities are sold elsewhere at \$30.00; our price \$24.75.

Others on the same line, \$16.75 and \$19.75.

We'd like to hold up this **Tourist Coat at \$24.75**. Made of fuzzy camel's hair plaids, with modest gray and subdued green predominating. Loose-fitting, double-breasted model, extra long, soft-roll collar that buttons close or lies flat.

The description doesn't give a real picture of this Coat. It is a smart affair—nobby—what the French call "chic"—has an air to it that is unmistakable. Sold elsewhere at \$30.00; our price \$24.75.

Fur-lined Overcoats at \$49.75

Black Kersey, lined with natural muskrat—whole skins well matched, large Persian lamb collar.

It is the greatest value in Fur-lined Overcoats ever offered in New York. Sold elsewhere at \$65.00; our price \$49.75.

Others at higher prices—up to Mink-lined Overcoats at \$289.50.

Men's and Youths' Suits

Look at our Suits at \$14.75, \$17.75, \$19.75

Look at our Suits at \$22.75, \$24.75, \$26.75

Look at our Suits at \$29.75, \$32.75, \$34.75

They are made of Cheviots, Tweeds, Smooth-faced Cassimeres, Finished and Unfinished Worsteds, Plain and Fancy Serges. No better fabrics leave the looms. Our selections of colors and patterns are controlled by the nicest taste. All styles here—quiet, unobtrusive, conservative—showy, extreme, collegy.

The Suits we sell at \$14.75 are not the \$15.00 Suits of other dealers. Don't think we take the regulation \$15.00 Suit and knock off 25c. merely to be lower. That's not our way. Find the best Suit elsewhere at \$16.50 and compare it to our line at \$14.75.

The Suits we sell at \$34.75 are the Suits others sell at \$40.00. We don't just say they are—BUT WE STATE A FACT THAT HAS BEEN COMPLETELY PROVEN.

Manila Cigars

Smokers Who Are Fastidious and Thrifty Will Be Greatly Interested in This News.

The import duty has been lifted from Manila Cigars. Thousands of men who have had opportunity to test the quality of the Philippine Islands tobacco may now indulge their taste for imported Cigars, from which they were formerly barred on account of cost.

Our second shipment includes forty thousand of one size, and the wonderfully low price is just one side of their attractiveness. The other side concerns quality. The tobacco is peculiarly rich in bouquet. No matter how much you have been in the habit of paying for Cigars we urge you to give these Manila Cigars a trial. They have a flavor that can't be described. "Nutt" is the word coming nearest to expressing it.

Our knowledge of Manila Cigars, combined with our confidence in the discriminative taste of American men, justifies our plans to develop an immense business in "free" Philippine Cigars.

40,000 Londres Size \$2.97
Box of One Hundred

You'll Miss One of the Most Interesting Sights of the Metropolis If You Fail To Stroll Through Macy's.

For Motorers

Men's Motoring Coats, made of gray Irish frieze, lined throughout with sable opossum; Persian lamb collar; value \$80.00; special at \$46.74.

Men's Motoring Coats, black dogskin, full loose model, satin yoke, lined with heavy wool, cuffs finished with wind shields; \$30.00 quality; special at \$22.74.

Other Dogskin Coats, \$10.74 to \$34.74.

Men's Motoring Coats, made of Russian calfskin, shawl collars, wind shields in sleeves; value \$35.00; special at \$29.74.

Men's Motoring Coats, made of natural racoon; finely matched and selected skins, satin yoke, woolen lining, large collar, wind shield in sleeves; value \$80.00; special at \$79.75.

Other Raccoon Coats, \$39.74 to \$114.00.

Men's Natural Muskrat Caps; value \$5.00; at \$3.74.

Men's Raccoon Caps; value \$7.50; special at \$5.94.

Men's Leather Gauntlet Gloves, lined with wool, at \$1.96.

Men's Leather Gauntlet Gloves, lined with muskrat, at \$4.96.

Men's Raccoon Fur Gloves, \$4.96.

Other Fur Gloves for men ranging up to \$21.74.

Plush Robes, full size, \$2.79 to \$5.24.

Costakin Fur Robes, full size, \$8.94 to \$15.74.

Leather Goggles, "Four-way" model, 49c.

Chenille Goggles, collapsible model, 59c.

Derby Hats

Here's the Derby Hat story tersely told. We have six "bloots"—or shapes—for you to choose from. No man need leave Macy's without finding the Derby that's becoming to him. They are made of fur felt, and the bodies are dyed before being stiffened, insuring a fast color. Prices are:

\$1.88, \$2.49, \$2.74, \$3.49, \$4.49

Comparisons show that, quality for quality, our prices are from ten to twenty per cent. less than others charge.

Soft Hats

We classify Soft Hats as follows: Ones with a smooth surface, rough surface and the furry scratched up or brush surface and velours—\$1.88 to \$4.74. Opera Hats, \$4.96 and \$6.94. Silk Hats, \$4.96 and \$5.94.

Boys' Clothing

\$4.96 FOR BOYS' SUITS, made of chevrons, new colorings and patterns, double-breasted Derby coat or Norfolk style; sizes 6 to 17 years.

\$4.96 FOR BOYS' JACK TARTAN REEFERS, heavy all-wool navy blue chinchilla, velvet collar; shepherd plaid lining; sizes 2½ to 10 years.

\$5.94 FOR BOYS' REEFERS, full-length box model, made of all-wool German chinchilla, lined with flannel; sizes 7 to 12 years.

BOYS' OVERCOATS, in Chesterfield, Auto, Tourist or Combination models; made of heavy chevrons, friezes, cassimeres and kerseys, in various colors and patterns; sizes 8 to 18 years, at prices ranging from \$4.96 to \$13.74.

Boys' Footwear

We have done much to puncture the old theory that Boys' Shoes should be heavy and clumsy in order to give satisfactory service.

Good materials and workmanship unite in our Boys' Shoes to make them properly light and exceedingly strong.

The models are not without grace and beauty. Look at the lines. When we were boys our Shoes were a travesty—burlesques compared to these:

BOYS' SHOES, made of patent leather, tan Russia calf and velour calf, sizes 1 to 6; sold elsewhere at \$4.00; our price \$2.97.

OUR SPECIAL WEAR-RESISTING SHOES for boys, made of best black velour calfskin, with heavy soles, Blucher lace; broad toe; sizes 1 to 6; special \$2.49.

BOYS' BLUCHER SCHOOL SHOES, made of reliable calfskin; sizes 1 to 6; special \$1.98.

Breakfast—Without Bacon

Van Camp's Milk
Sheffield's Perfectly Pasteurized Milk

Del Monte Fruit
Cresca Figs
Karo Syrup

Quaker Oats
Fleischmann's Honey Bread
Fleischmann's Crispy Top Bread

Mission Garden Coffee
Franco-American
Crescent Brand Mackerel
Lappin's Irish Tea
Call's Tongue, Sauce Piquante
Lea & Perrin's Sauce

NOBODY'S Bacon
NOBODY'S Ham

Lowney's Cocoa
Huyler's Chocolate
Phillips' Digestible Cocoa
Clysmic Water

You have noticed all of these products advertised in the New York City Surface Cars. You haven't learned yet to ask for a brand of bacon or ham by name. But you will. Some packer will be shrewd enough—and fill in the gap to the New York public.

We have the exclusive control of all advertising space in the New York City Surface Cars—boroughs of Manhattan, Bronx, Richmond and in the 5th Avenue Auto Buses.

No patent medicine or "cure" advertising accepted. Study the cards—we have a standard.

Dealings direct with principals only.

New York City Car Advertising Company
225 Fifth Avenue
Telephone 4680 Madison

TODAY & TOMORROW

Will end our special sale of plain and fancy winter Overcoatings with plaid backs, to measure, \$20. Suitings of fine Scotch tweeds, black and white effects, \$20. These materials are high-class and make up very stylish.

ARNHEIM

Broadway & Ninth St.

AMUSEMENTS.

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